

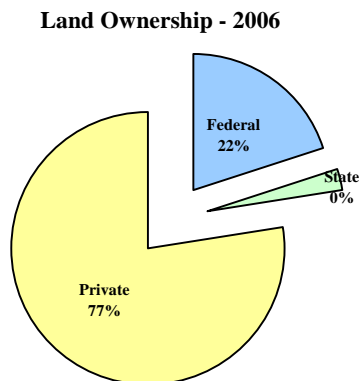
SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	955,166	978,285	996,374	1.8%	1
Total Non-Ag Employment	535,348	555,322	579,827	4.4%	1
Non-Ag Avg Monthly Wage	\$2,956	\$3,063	\$3,212	4.9%	3
Per Capita Income	\$30,451	\$32,983	\$34,272	3.9%	2
Unemployment Rate	5.4%	4.4%	2.9%	-34.1%	22
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$2,286.0	\$2,288.0	\$2,430.0	6.2%	1
Travel & Tourism Related Employment	45,005	43,444	46,181	6.3%	1
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$76,479.0	\$77,509.0	\$82,553.0	6.5%	1
Transient Room Tax	\$7,673.3	\$8,277.3	\$10,040.1	21.3%	1
Restaurant Tax	\$12,378.8	\$13,086.9	\$14,361.5	9.7%	1
Car Rental Tax	\$8,206.1	\$8,472.9	\$9,547.4	12.7%	1
Gross Taxable Retail Sales (millions)	\$16,576.6	\$18,010.9	\$20,328.8	12.9%	1
REGIONAL VISITATION COUNTS					
SLCVB Information Centers	753,356	NA	NA	NA	
Council Hall Welcome Center	612,004	32,261	22,453	-30.4%	
S.L. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
L.D.S. Family History Research Ctrs.	676,180	494,456	572,270	15.7%	
Utah's Hogle Zoo	728,454	800,521	847,831	5.9%	
This Is The Place H.P.	380,000	355,600	88,500	-75.1%	
L.D.S. Museum of History and Art	202,720	437,823	210,613	-51.9%	
Bingham Canyon Copper Mine	155,743	153,947	NA	NA	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Clark Planetarium	344,446	352,835	365,744	3.7%	
Children's Museum of Utah	99,719	106,100	NA	NA	
Utah Museum of Natural History	69,459	61,933	75,387	21.7%	
Utah Museum of Fine Arts	68,702	64,502	NA	NA	

Land Ownership - 2006		No. of Acres	% Total
Total Acres in County		481,870	100.0%
Federal Government		98,291	20.4%
BLM		2,034	0.4%
US Forest Service		88,991	18.5%
National Park Service		--	--
National Wildlife Refuge		--	--
Other •		7,266	1.5%
State Government		11,872	2.5%
Utah State Parks & Recreation		274	0.1%
Utah State Wildlife Reserves		1,262	0.3%
State Trust Lands		277	0.1%
Other ••		10,059	2.1%
American Indian		--	--
Private*		381,764	79.2%

- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land



Salt Lake County Tourism Profile

